

CONTRACT

WUAB
 1717 East 12th Street
 Cleveland, OH 44114
 (216) 771-1943

<u>Contract / Revision</u>	<u>Alt Order #</u>
836381 /	

<u>Product</u>
OH Checks & Balances Oct 16-Oct 29

<u>Contract Dates</u>	<u>Estimate #</u>
10/16/12 - 10/29/12	2928

<u>Advertiser</u>	<u>Original Date / Revision</u>
Checks & Balances for Economic Growth	10/15/12 / 10/15/12

And:

Strategic Media Placement.
 7669 Stagers Loop
 Delaware, OH 43015

<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WUAB	House WOIO/WUAB	Cleveland Local

<u>Special Handling</u>
Cash In Advance

<u>Demographic</u>
Adults 18+

<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>

<u>Agency Ref</u>	<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WUAB	10/16/12	10/19/12	M-F 19 Action News at 7a	7-8a		:30			NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$50.00			
N 2	WUAB	10/22/12	10/26/12	M-F 19 Action News at 7a	7-8a		:30			NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$50.00			
N 3	WUAB	10/29/12	10/29/12	M-F 19 Action News at 7a	7-8a		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$50.00			
N 4	WUAB	10/16/12	10/19/12	Late News M-F	10-11p		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$300.00			
N 5	WUAB	10/22/12	10/26/12	Late News M-F	10-11p		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$300.00			
N 6	WUAB	10/29/12	10/29/12	Late News M-F	10-11p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$300.00			
Totals											20	\$3,500.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	18	\$3,150.00	\$2,677.50
10/29/12 - 10/29/12	2	\$350.00	\$297.50
Totals	20	\$3,500.00	\$2,975.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

CHECKS & BALANCES FOR ECONOMIC GROWTH

8/26/14

Revision #: 0 Date: 10/15/2012

Client: OH CHECKS & BALANCES
Media: TV
Product: TV
Market: Cleveland

Estimate: 2928
Description: OH CHECKS & BALANCES OCT16-OCT29
Flight Start Date: 10/16/12 5:00:00 AM
Flight End Date: 10/29/12 4:59:00 PM

Separation between spots: 30

Buyer: GREG PHELPS

DP
10/15

Estimate Comments:

		Days														Total			
		Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Spots			
Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	10/16	10/17	10/18	10/19	10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27	10/28	10/29
WOIO-TV																			
15	MTuWThF 7:00a-9:00a EARLY SHW2-CBS< Su 10:30a-11:00a	EM	\$100.00	\$85.00	30	1	1	1	1	0	0	1	1	1	1	1	0	0	1
16	FACE NATN-CBS MTuWThF 5:00p-6:00p	WK	\$3,000.00	\$2,550.00	30	0	0	0	0	0	1	0	0	0	0	0	0	1	0
17	ACTN NWS-5 PM<	EN	\$1,500.00	\$1,275.00	30	1	1	1	1	0	0	1	1	1	1	1	1	0	1
Total Spots:						2	2	2	2	0	1	2	2	2	2	2	0	1	2
Total Cost:			\$22,000.00	\$18,700.00															
Total																			
OCT 12			\$20,400.00	\$17,340.00															
NOV 12			\$1,600.00	\$1,360.00															

Signature:

Summary by Station/System

Date: 10/15/2012

Client: OH CHECKS & BALANCES
Media: TV
Product: TV
Market: Cleveland

Estimate: 2928
Description: OH CHECKS & BALANCES OCT18-OCT29
Flight Start Date: 10/16/12 5:00:00 AM
Flight End Date: 10/29/12 4:59:00 PM

Separation between spots: 30

Buyer: GREG PHELPS

Estimate Comments:

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WOIO-TV	22	\$22,000.00	100%	\$18,700.00	100%
Market Total:	22	\$22,000.00		\$18,700.00	

Summary by Station/Day

Date: 10/15/2012

Client: OH CHECKS & BALANCES
Media: TV
Product: TV
Market: Cleveland

Estimate: 2928
Description: OH CHECKS & BALANCES OCT16-OCT29
Flight Start Date: 10/16/12 5:00:00 AM
Flight End Date: 10/29/12 4:59:00 PM

Separation between spots: 30 Buyer: GREG PHELPS

Estimate Comments:

Station	10/16	10/17	10/18	10/19	10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27	10/28	10/29	Total
WOIO-TV	SPOTS 2	2	2	2	0	1	2	2	2	2	2	0	1	2	22
Total	STN Gross SPOTS 2	\$1,600 2	\$1,600 2	\$1,600 2	\$1,600 2	\$0 0	\$3,000 1	\$1,600 2	\$1,600 2	\$1,600 2	\$1,600 2	\$1,600 2	\$3,000 1	\$1,600 2	\$22,000 22
STN Gross	\$1,600	\$1,600	\$1,600	\$1,600	\$0	\$3,000	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$3,000	\$1,600	\$22,000
STN Gross	\$1,600	\$1,600	\$1,600	\$1,600	\$0	\$3,000	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$3,000	\$1,600	\$22,000